



KNXV

**KNXV-TV
PHOENIX****ORDER**

Flight Dates 07/09/12-07/16/12

Print Date 07/09/12 Page 1 of 4

Contract / Revision 303933 / Wil Cardon for Senate 2012

Original Date / Revision 07/06/12 07/06/12
Agency Com 15%

Advertiser Cardon / Republican / Senate

PO Box 288
Alexandria, VA 22313

Agency Media Placement Technology

Buying Contact

500 N Washington Street - Suite #31
Alexandria, VA 22314

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # TV: 7090716 :30's

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-3

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive Order% Start Date End Date

Dave Lombardo 100%

Tanya Winscott %

Order Share % Market Value

Competing Station % of Order Amount

CABLE	%
KASW	%
KDRX	%
KPHO	%
KPNX	%
KPPX	%
KSAZ	%
KTVK	%
KTVW	%
KUSK	%
KUTP	%
UNKWN	100%

Order Totals**Billing Plan**

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
July 2012	81	\$31,832.50	\$37,450.00	0.00	06/25/12	07/16/12	81	\$31,832.50	\$37,450.00
Totals	81	\$31,832.50	\$37,450.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	KNXV	07/09/12	07/13/12	M-F 5-6am M-F 5-6am	CM	5am-6am	22112--	:30	8	\$125.00	P-3	0.00	NM	8	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	22112--					8	\$125.00		0.00			
N 2	KNXV	07/16/12	07/16/12	M-F 5-6am M-F 5-6am	CM	5am-6am	2-----	:30	2	\$100.00	P-3	0.00	NM	2	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	2-----					2	\$100.00		0.00			
N 3	KNXV	07/09/12	07/13/12		CM	6am-7am	22222--	:30	10	\$250.00	P-3	0.00	NM	10	\$2,500.00



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PHOENIX**

Contract / Revision 303933 Flight Dates 07/09/12-07/16/12

Hiatus Dates

Original Date / Revision 07/06/12/ 07/06/12

Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 7090716 :30's

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
				M-F 6-7am M-F 6-7am											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	22222--					10	\$250.00		0.00			
N 4	KNXV	07/16/12	07/16/12	M-F 6-7am M-F 6-7am	CM	6am-7am	2-----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	2-----					2	\$225.00		0.00			
N 5	KNXV	07/09/12	07/13/12	M-F 7-9am M-F 7-9am	CM	7am-9am	21121--	:30	7	\$300.00	P-3	0.00	NM	7	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	21121--					7	\$300.00		0.00			
N 6	KNXV	07/16/12	07/16/12	M-F 7-9am M-F 7-9am	CM	7am-9am	2-----	:30	2	\$225.00	P-3	0.00	NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	2-----					2	\$225.00		0.00			
N 7	KNXV	07/15/12	07/15/12	Su 6-7am GMA Su 6-7am Good Morning /	CM	6am-7am	-----S	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----S					1	\$150.00		0.00			
N 8	KNXV	07/09/12	07/13/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	11111--	:30	5	\$400.00	P-6	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	11111--					5	\$400.00		0.00			
N 9	KNXV	07/16/12	07/16/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	1-----					1	\$450.00		0.00			
N 10	KNXV	07/09/12	07/13/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	11111--	:30	5	\$200.00	P-6	0.00	NM	5	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	11111--					5	\$200.00		0.00			
N 11	KNXV	07/16/12	07/16/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	1-----	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	1-----					1	\$200.00		0.00			
N 12	KNXV	07/09/12	07/13/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	11111--	:30	5	\$400.00	P-6	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	11111--					5	\$400.00		0.00			
N 13	KNXV	07/16/12	07/16/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	1-----					1	\$450.00		0.00			
N 14	KNXV	07/09/12	07/13/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	11111--	:30	5	\$600.00	P-3	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	11111--					5	\$600.00		0.00			
N 15	KNXV	07/16/12	07/16/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	1-----					1	\$450.00		0.00			



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Hiatus Dates

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Order Sep 00:20:00

Advertiser Cardon / Republican / Sena Product Wil Cardon for Senate 2012 Estimate # TV: 7090716 :30's

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 15	KNXV	07/16/12	07/16/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	1-----	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	1-----					1	\$450.00		0.00			
N 16	KNXV	07/14/12	07/14/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----1-	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----1-					1	\$250.00		0.00			
N 17	KNXV	07/15/12	07/15/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----1	:30	1	\$250.00	P-3	0.00	NM	1	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----1					1	\$250.00		0.00			
N 18	KNXV	07/09/12	07/13/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	11111--	:30	5	\$800.00	P-3	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	11111--					5	\$800.00		0.00			
N 19	KNXV	07/16/12	07/16/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	1-----	:30	1	\$750.00	P-3	0.00	NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	1-----					1	\$750.00		0.00			
N 20	KNXV	07/14/12	07/14/12	SA 630pm-7pm SA 630pm-7pm	CM	630pm-7pm	-----1-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----1-					1	\$450.00		0.00			
N 21	KNXV	07/13/12	07/13/12	Friday Prime B Primetime	CM	8pm-9pm	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	----F--					1	\$3,000.00		0.00			
N 22	KNXV	07/13/12	07/13/12	Friday Prime C 20/20	CM	9pm-10pm	----F--	:30	1	\$3,000.00	P-3	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	----F--					1	\$3,000.00		0.00			
N 23	KNXV	07/15/12	07/15/12	Sunday Prime A AFHV	CM	6pm-7pm	-----1	:30	1	\$2,000.00	P-3	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	-----1					1	\$2,000.00		0.00			
N 24	KNXV	07/09/12	07/13/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	11111--	:30	5	\$800.00	P-6	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	11111--					5	\$800.00		0.00			
N 25	KNXV	07/16/12	07/16/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	1-----	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	1-----					1	\$850.00		0.00			
N 26	KNXV	07/09/12	07/13/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	11111--	:30	5	\$400.00	P-3	0.00	NM	5	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/09/12	07/15/12	11111--					5	\$400.00		0.00			
N 27	KNXV	07/16/12	07/16/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 07/16/12	07/22/12	1-----					1	\$350.00		0.00			



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PHOENIX**Contract / Revision **303933** Flight Dates **07/09/12-07/16/12**

Hiatus Dates

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Order Sep 00:20:00

Advertiser **Cardon / Republican / Sena** Product **Wil Cardon for Senate 2012** Estimate # **TV: 7090716 :30's**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 27	KNXV	07/16/12	07/16/12	M-F 1035pm-1102pm Nightline	CM	1035pm-1102pm	1-----	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		07/16/12	07/22/12	1-----			1			\$350.00		0.00				
N 28	KNXV	07/15/12	07/15/12	Su 4pm/430pm News Su 4pm/430pm News	CM	4-430pm/430pm-5p (4:00 PM-4:30 PM)	-----1	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		07/09/12	07/15/12	-----1			1			\$150.00		0.00				
*Tax 1 Note: Tax 0.5%.														Totals	81	\$37,450.00

*Tax 1 Note: Tax 0.5%.